



John A. Phillips Announces  
**The Formal Opening**  
 of the  
**New Buick Building In Torrance**  
**Friday Evening, December 14th**

PUBLIC CORDIALLY  
 INVITED

**1401 Cabrillo Street**

MUSIC  
 REFRESHMENTS

**READ WHAT THESE LOCAL BUICK OWNERS THINK OF THEIR NEW CARS—THEN  
 COME AND SEE THE CARS YOURSELF**

**C. P. ROBERTS**  
 Real Estate—Oil Lands  
 Telephone 105  
 1113 Narbonne Avenue  
 Lomita, California

Dec. 10, 1923.

Mr. J. A. Phillips,  
 Buick Cars,  
 Torrance, Cal.

Dear Mr. Phillips: Many of my friends have advised me to send you a bill for "Demonstrator's Fees," as wherever I park my 1924 Buick 4-passenger Coupe, a crowd generally congregates to admire its pretty lines and seating arrangement. This has happened in Redondo Beach, Torrance, Lomita, San Pedro, Long Beach, and Pasadena. Nearly everyone is curious to know what I think of the Four-Wheel Brakes. I take much delight in showing off the effectiveness of the braking device, a quiet running engine, its marvelous pick-up and ability to take the hills without a quiver.

Buick has put a car on the road that gives you the same class of higher priced automobiles with a considerable difference in price, and certainly the eyes of the automobile world are on the new 1924 Models.

"A satisfied customer is the best advertisement," is an old slogan that has been worn threadbare, but it certainly is applicable to Buick owners.

Yours very truly,  
 Claude P. Roberts

"Only Newspaper Published in Torrance"  
**THE TORRANCE HERALD**  
 W. Harold Kingsley, Editor  
 Grover C. Whyte, Business Manager

Published Every Friday In The Year . . . . . Established 1912

Torrance, Calif.  
 December 10, 1923.

Mr. John A. Phillips,  
 Buick Motor Cars,  
 Torrance, Calif.

Dear Mr. Phillips: I cannot refrain from expressing my enthusiasm for my new 1924 Buick Six. It is the tenth Buick I have owned in the same number of years, and while the other cars all gave me satisfaction, the 1924 model outstrips them all. In power, flexibility, roadability, comfort, and beauty it takes first place.

The four-wheel brakes are a decided improvement and I believe they will revolutionize driving because you can make better time in traffic with perfect safety.

Very truly yours,  
 Grover C. Whyte

Pac. Long Distance 22108 Gramercy St.  
 Phone Torrance 54-R Torrance, Calif.

**W. L. REEVE**  
 General Contractor and Builder

December 11, 1923.

Mr. J. A. Phillips,  
 Buick Agency,  
 Torrance, Calif.

Dear Mr. Phillips: We liked the new 1924 four-wheel-brake Buicks so well that we have bought two in our family. My son, Robert T. Reeve, and I each have a four cylinder Buick touring which we use in our business every day. Both cars are proving up to our entire satisfaction.

The four-wheel-brakes are certainly a big improvement and one has no fear of driving in traffic, because you always know that you can stop quickly without skidding.

Sincerely yours,  
 W. L. Reeve

**E. W. BRUMPTON**  
 Times Agent  
 P. O. Box 43  
 Lomita, Calif.

Dec. 10, 1923.

Mr. J. A. Phillips,  
 Torrance Agency,  
 Buick Motor Cars,  
 Torrance, Cal.

Dear Sir: Being the first owner of the 1924 Buick Model in this district, perhaps a word of praise would not be out of order at this time. I have driven my car over 4000 miles and have been over some of the worst mountain roads. It took the hills with no trouble and on the return from Lake Arrowhead the Four-Wheel Brakes were tried out to my entire satisfaction. They are wonderful and eliminated all the dangers that one is liable to experience where traffic conditions are the worst in hill climbing. I have found the Four-Wheel Brake just as effective on the boulevards and in several instances has saved me from being "nicked" by others who use only the old style brakes.

Yours very truly,  
 E. W. Brumpton

**BABCOCK & JONES**

Auditorium Building  
 Torrance, Calif.  
 Phone 134-J

December 11, 1923.

John A. Phillips,  
 Buick Agency,  
 Torrance, Calif.

Dear Mr. Phillips: What do I think of my new Buick Six?

I think it is a much better car than the 1923 model I had last year, and it was a good car too. But the 1924 model has more power for the hills, more speed for the straight-away and more pep in traffic.

It rides easier, holds the road better, and stops quicker. The four-wheel brakes are a decided improvement in motor car construction and they have worked perfectly.

Very truly yours,  
 James W. Jones

**TRIANGLE CONSTRUCTION CO.**  
 James H. Dodson, Jr., Sec.  
 San Pedro, Calif.

Nov. 27, 1923.

Mr. J. A. Phillips,  
 Buick Agency,  
 Torrance, San Pedro, Redondo.

Dear Sir: Having purchased one of the New "24" Buick Coupes and having driven this car several thousand miles, I wish to take this opportunity to let you know that the seventy horse power motor functions perfectly at all speeds, also the four-wheel brakes are a great improvement and work efficiently at all times.

This is my third Buick and I feel that for value, efficiency, durability and a Real car, I have proved to my personal satisfaction that the Buick is in a "Class Separate."

Very truly yours,  
 James H. Dodson, Jr.

**DON'T TAKE OUR WORD FOR IT—ASK ANY BUICK OWNER**  
**"When Better Automobiles Are Built, Buick Will Build Them."**